

# **AT YOUR SERVICE**

**3.4%**

**RIDERSHIP INCREASE  
IN 2014**

**70,000+**

**RESIDENTS SERVICED BY PUBLIC TRANSIT  
IN THE SHEBOYGAN AREA**

**1,714**

**AVERAGE DAILY TRIPS PROVIDED  
IN 2014**

Shoreline Metro services three communities with its fixed route public transit system including the City of Sheboygan, City of Sheboygan Falls, and Village of Kohler. SLM operates ten (10) fixed routes, Monday through Saturday and tripper service during the school year with an additional three (3) morning routes and four (4) afternoon routes.

Shoreline Metro is publicly operated by the City of Sheboygan and is managed under the direction of the Director of Transit & Parking.

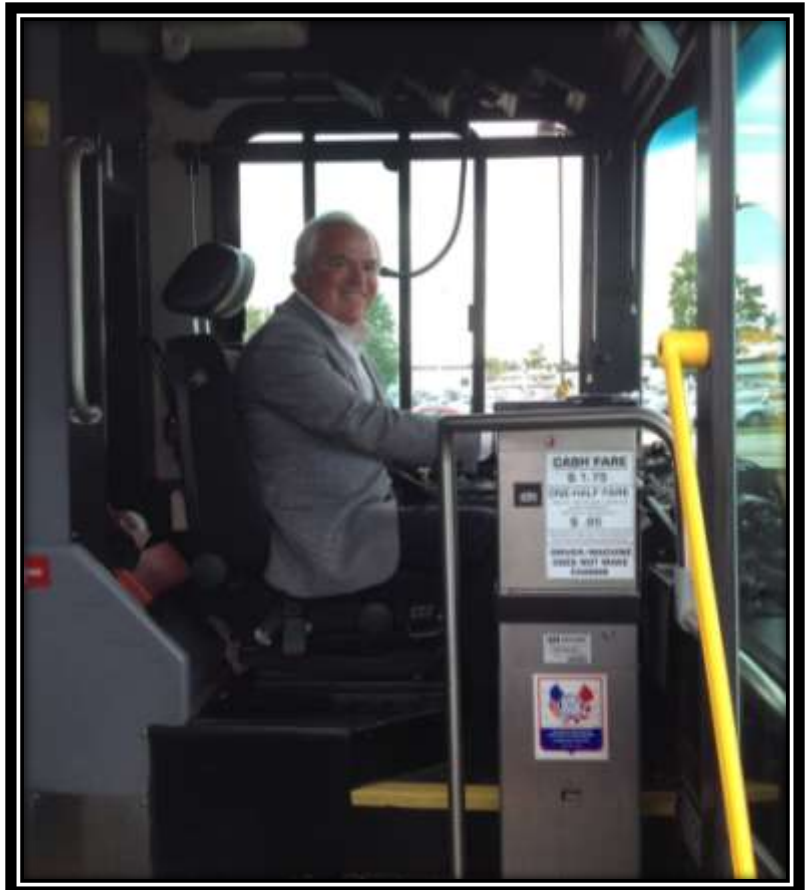


Shoreline Metro also operates paratransit services in-house. This service is for elderly and disabled individuals, many who are unable to use the fixed route bus system. In 2014, Metro Connection provided over 37,000 trips for employment, medical, social and nutrition purposes.

## **2014 Accomplishments**

- Launched trip planning capabilities with Google Transit in March.
- Ridership increased 13% over the past two years!
- Over 200 fans and growing on Facebook!

Transit Systems in Wisconsin generate a  
**3 to 1** return  
 on tax dollar investment



**HONORARY "BUS DRIVER" CRAIG CULVER AT THE SOUTHSIDE SHEBOYGAN CULVER'S GRAND OPENING IN 2014.**

## **2014 Statistics**

	PASSENGER TRIPS	TRIPS/HOUR
<b>Fixed Route</b>	<b>538,802</b>	<b>12.91</b>
<b>Paratransit</b>	<b>37,062</b>	<b>2.08</b>
	REVENUE MILES	REVENUE HOURS
<b>Fixed Route</b>	<b>602,100</b>	<b>41,729</b>
<b>Paratransit</b>	<b>181,961</b>	<b>17,776</b>

 **SHORELINE**  
**METRO.COM**

# AT A GLANCE



ONE OF MANY FUN AND EXCITING "JINGLE BUS" TRIPS TAKEN IN 2014 THROUGH EVERGREEN PARK FOR "MAKING SPIRITS BRIGHT".

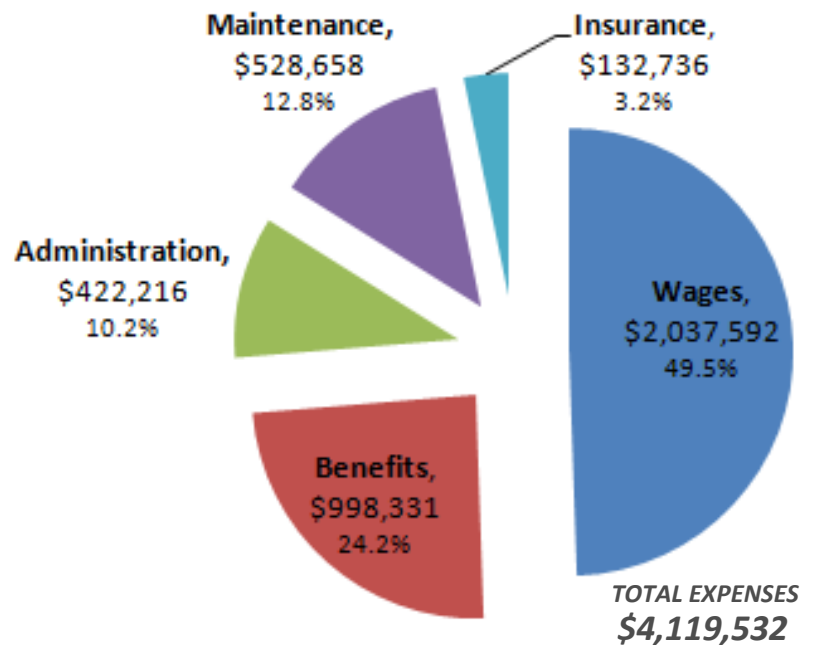
## KEY PERFORMANCE INDICATORS

		Cost per Hour		Cost per Mile		Cost per Unlinked Trip		Cost per Passenger Mile
		%		%		%		%
<b>DEMAND RESPONSE</b>	2010	41.67	0.0	3.41	0.0	13.85	0.0	2.33
	2011	48.33	18.0	4.32	26.7	17.73	28.0	2.89
	2012	42.08	-12.9	3.85	-11.0	17.46	-1.5	3.25
	2013	43.76	4.0	4.02	4.5	20.36	16.8	3.61
<b>FIXED ROUTE</b>	2010	72.74	0.0	5.08	0.0	6.72	0.0	3.04
	2011	77.27	6.2	5.27	3.9	6.79	1.1	3.12
	2012	69.76	-9.7	5.05	-4.2	6.20	-8.7	2.54
	2013	62.98	-9.7	4.93	-2.5	5.71	-7.9	2.15

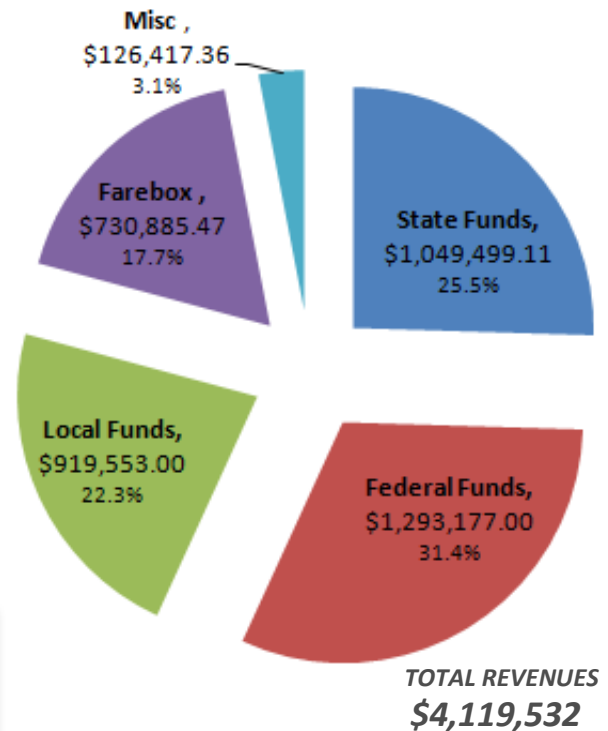


FOURTH OF JULY PARADE, 2014 WITH OUR FRIENDS AT FESTIVAL FOODS OF SHEBOYGAN.

## 2014 Expenses



## 2014 Revenues\*



\*State amount is not final as of date.

**#1** Shoreline Metro was tops in the large transit system division in 2014 with only one (1) at-fault, preventable accident.

